MICHAEL WEST

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EDUCATION

University of Massachusetts Amherst, Isenberg School of Management

Master of Science in Business Analytics May 20XX

- *Relevant coursework*: Business Intelligence & Analytics; Data Management for Business Leaders; Business Application Development (Python); Business Statistics for Business; Data Mining in Business; Project Management; Machine Learning & AI in Business; Sports Analytics; Supply Chain Analytics

Bachelor of Science in Managerial Economics May 20XX

- *Relevant coursework*: Industrial Organization; Game Theory; Econometrics; Money & Banking; Financial Analysis; Intermediate Macro & Microeconomic Theory; Financial Accounting; Decision Analysis; Intermediate Statistics for Business

EMPLOYMENT

Collegiate Sports Management Group Stamford, CT

Analytics Intern June - August 20XX

- Worked with analytics and sales teams to create valuations for media rights, naming rights, and sponsorships using marketing principles such as cost per thousand (CPM) and impressions
- Created Excel macros to streamline data entry process; implemented into analytics team workflows across other valuations; built PowerPoints containing potential sponsorship packages for presentation to clients

No House Advantage Amherst, MA

Campus Ambassador February - June 20XX

- Promoted NHA product (daily fantasy sports betting site) on UMass campus, advertising benefits of alternative smaller service compared to industry giants; recruited dozens of new customers
- Conducted research on competitors vital to understanding daily fantasy sports industry and identified competitive advantage over industry giants DraftKings and FanDuel to be in their moderate payout structures and unique contests

PROJECT EXPERIENCE

Python & Machine Learning: Exploratory Analysis of NBA Shooting Zones

- Scraped NBA team shooting zone data across 8 years from nba.com/stats and combined into one table using Pandas and BeautifulSoup libraries; plotted playoff teams' field goal attempts per game against offensive rating using matplotlib
- Determined teams can still win, shooting high amount of mid-range jump shots in 3-pointer-heavy modern NBA, by searching for team-wide shot profile that corresponded to highest offensive rating

R & ggplot2: Data Analysis in Sports

- Conducted experiment to theorize correlation between higher launch angles of swings and offensive (hitting) production in professional baseball; visualized results using R Studio and presented findings on poster board to peers
- Collected exit velocity; launch angle; and other statistics from publicly available resources; estimated regression and found statistically significant correlation between higher launch angle and better production

Tableau: Business Intelligence & Analytics

- Prepared CSV files by renaming, deleting, calculating fields and re-formatting to Tableau native format
- Formulated six research questions about box office performance of movies in 2022 (topic of data set), and generated necessary calculated fields when needed to answer them
- Used visualization principles such as pre-attentive processing, data-ink ratio, and eloquence through simplicity to communicate findings in most concise and clear way possible
- Showed results in Tableau dashboard using scatterplots, pie charts, bullet graphs, and other chart types; presented findings as PowerPoint to peers

Excel: Data Management for Business Leaders

- Created interactive Excel dashboard to help users evaluate options for new place to live; dashboard based on five data sets using Power Pivot and Excel data model
- Dashboard includes macros to help users easily navigate information presented, as well as pivot tables, slicers, drop-down lists, and conditional formatting to convey key takeaways

SKILLS

Proficient in DBMS, SQL, Python, Tableau, R, R Studio, MS Advanced Excel with Power BI, Visual Basic

Python Programming: Fundamentals (Iteration, Conditioning, Functions), Libraries (NumPy, Pandas, Matplotlib, Seaborn, Statsmodels, Scikit-learn), Jupyter/Colab Notebooks, Visual Studio Code (VSCode)